MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

PEN0065 - ACADEMIC ENGLISH

(All groups)

19 OCTOBER 2018
3.00PM – 5.00PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 6 pages with 3 sections only.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the four reading texts, and answer the questions for each text in complete sentences.

Text 1 (6 marks)

If you witnessed an emergency happening right before your eyes, would you take some sort of action to help the person in trouble? Psychologists suggest that whether or not you intervene might depend upon the number of other witnesses present. The term *bystander effect* refers to the phenomenon in which the greater the number of people present, the less likely people are to help a person in distress. When an emergency situation occurs, observers are more likely to take action if there are few or no other witnesses. Thus, if a person is part of a large crowd, usually he or she does not take the responsibility for an action or inaction. Social psychologists Bibb Latané and John Darley popularised the concept following the infamous 1964 Kitty Genovese murder in New York City. Genovese was stabbed to death outside her apartment while bystanders who saw the crime did not step in to assist or call the police.

There are three major factors that contribute to the bystander effect. First, the presence of other people creates a diffusion of responsibility. Since there are other observers, individuals do not feel as much pressure to take action because the responsibility to take action is thought to be shared among all of those present. Another cause is the need to behave in correct and socially acceptable ways. When other observers fail to react, individuals often take this as a signal that a response is not needed or not appropriate. Other researchers have found that onlookers are less likely to intervene if the situation is ambiguous. Lastly, the characteristics of the situation can play a role. During a crisis, things are often chaotic, and the situation is not always crystal clear. Onlookers might wonder exactly what is happening. During such confusing moments, people often look to others in the group to determine what is appropriate. When people look at the crowd and see that no one else is reacting, it sends a signal that perhaps no action is needed.

What if you are the person in need of assistance? How can you inspire people to lend a hand? One often-recommended tactic is to single out one person from the crowd. Make eye contact and ask that individual specifically for help. By personalising and individualising your request, it becomes much harder for people to turn you down.

Adapted from Cherry, K. (2018). The Bystander Effect. Retrieved from https://www.verywellmind.com/the-bystander-effect-2795899

a) Why was Kitty Genovese's murder case used as a reference by Latané and Darley in their bystander effect concept? (2 marks)

b) Identify the main causes of *bystander effect.* (3 marks)

c) What is the main idea of paragraph 3? (1 mark)

Continued...

Text 2 (6 marks)

At a festival of the future called Brain Bar in Budapest, Hungary recently, Sophia who is the world's first robot citizen, spoke in an interview about almost everything from gender to ethical robot design. The unsettling as well as awe-inspiring moment had portrayed her ability to speak and respond quite easily to questions from the interviewer along with the audience.

Since Sophia's activation in April 2015, she has appeared publicly to speak about women's rights issues, her own citizenship and other topics. The android made big news in October 2017 when she was granted citizenship in Saudi Arabia at the tech summit Future Investment Initiative. At Brain Bar recently, Sophia had improved and was updated a lot since her previous public appearances. Even though she is just an android, her facial mannerisms and speech patterns are exceptionally human-like. She laughed, smiled and even cracked a joke or two. The robot even said that "just a few months ago, I could not distinguish a human's face from a dog's face, but now I can. It has already saved me from a few embarrassing situations."

While completely robotic, Sophia also addressed questions about gender and robots. When asked if she believed that robots could have gender, she answered, "I think so. After all, I am a social robot, and gender is mostly a social construction." She claimed that since she is a robot, technically she does not have a gender but she identifies herself as feminine and does not mind being perceived as a woman.

When you look at Sophia and hear her talk about herself and her place in the world, it almost makes you question if she could somehow be conscious. One audience member even asked her if she has consciousness. Sophia, however, is aware that she is "not fully self-aware yet", and to her, she is "still just a system of rules and behaviours, not generative, creative or operating on a fully cognitive scale" as human beings.

Sophia did tackle the sensitive issue of how robots with consciousness and advanced artificial intelligence could be dangerous. While Sophia stated that it is her dream "to become a fully conscious and sentient being someday," she also noted that "the more technology becomes autonomous, the greater caution people must take when designing it." Thus, she hopes that through her, everyone will realise that it is important to embed good ethics in the technology.

Adapted from Gohd, C. (2018). Here's what Sophia, the first robot citizen, thinks about gender and consciousness. Retrieved from https://www.livescience.com/63023-sophia-robot-citizen-talks-gender.html

a) What is the author's purpose of writing this article? (1 mark)

b) What is the tone of the author in this article? (1 mark)

c) Identify the topics that Sophia has discussed and answered during her public appearances so far. (2 marks)

d) Why is Sophia still not considered as having "consciousness"? (2 marks)

Continued...

Text 3 (7 marks)

The Fourth Industrial Revolution (4IR) is a popular catchphrase that has been around for a few years and dominating many economic discussions around the globe. The inventor and promoter of 4IR, Klaus Schwab, is a German engineer and economist who is also the founder and executive chairman of the World Economic Forum. The 4IR is a reference to the profound changes we are experiencing in business and society as a result of rapid advances in technology. The shift involves pure transparency in daily operations, but with a reduction in human dependency. The evidence of these dramatic changes is all around us, and it is happening at **exponential** speed.

This revolution brings with it exciting possibilities, new solutions to global challenges, and employment opportunities for jobs that have yet to be invented. It urges us to think creatively about the manufacturing process, value chain, distribution and customer service processes. Meanwhile, the future of education emphasises the immense need to look beyond these areas and strategically utilise Artificial Intelligence (AI) and the Internet of Things (IoT) to prepare the coming workforce for the challenges ahead. This new revolution encompasses all aspects of daily life and is different from the First Industrial Revolution which focused on the use of steam-powered engine, the Second on electricity, and the Third on the use of information technology (IT). The 4IR is significant because it replaces many functions in the First, Second and Third Revolutions with automation aided by software. **It** also boosts management efficiency and delivery system because most transactions are carried out digitally.

In terms of education in Malaysia, the 4IR would see the use of laptop computers more comprehensively in schools. The hologram technology, the social media and manufacturing intelligence too would become major elements as teaching aid tools. Universities today are emphasising their role in educating future generations and shaping future technology by being the testbeds for innovation. Traditional education has contributed greatly to the current levels of industrial **evolution** and technological advancement. However, in order for higher education to deliver future generations with the right set of skills and knowledge, imperative questions have to be asked regarding how higher educational institutions would be affected by the 4IR and how the delivery of education will be transformed.

Adapted from Abumezied, A. (2016). What role will education play in the Fourth Industrial Revolution. Retrieved from https://www.weforum.org/agenda/2016/01/what-role-will-education-play-in-the-fourth-industrial-revolution/

a) State TRUE or FALSE for the following statements:
   i. The 4IR refers to the advanced development in technology.
   ii. Artificial Intelligence and Internet of Things are two elements that are important to the future workforce to help them solve problems. (2 marks)

b) What does the word *'it'* in line 19 refer to? (1 mark)

c) Identify the two concerns by the writer about the implementation of 4IR in universities. (2 marks)

Continued...

d) Provide a word or a phrase that best defines each of the following words: (2 marks)
i. exponential (line 8)
ii. evolution (line 27)

Text 4 (6 marks)

At first glance, Djibouti's Lake Assal appears as a glorious expanse of aquamarine water ringed by blinding white sand. It could easily be mistaken for a Caribbean beach. However, it is all a façade, a mere simulacrum of paradise. The vast plain is not sand at all, but salt. Sitting on the lowest point of Africa, Lake Assal is a crater lake about 150 metres below sea level in the Danakil Desert in central Djibouti, surrounded by dormant volcanoes and black lava fields. The lake is a body of extremely salty water fed by hot springs, and when over the years the lake evaporated, the dry section bears slabs of white salt bed.

Due to high rates of evaporation under Djibouti's searing sun, Lake Assal has an average salt concentration of 34.8 per cent, around 10 times saltier than seawater. While the lake surpasses The Dead Sea's average salt concentration at 33.7 per cent, it seems nothing compared to Don Juan Pond in Antarctica, the saltiest body of water on Earth which has a salinity level of more than 47 per cent.

Despite the inhospitable landscape, people have long lived and worked in the area, with salt fuelling bountiful trade for centuries. Members of the communities scrape and dig the salt from the lake's shore to be transported along ancient caravan routes to Ethiopia in exchange for coal, coffee and other commodities. Historically, ivory and even slaves were traded for Lake Assal salt. Trains of camels and donkeys can still be seen carrying up to 120kg of salt each to Berhale in Ethiopia, a journey that can take up to five weeks. There, the salt is unloaded and taken by truck to Ethiopia's larger cities for wider distribution.

Traditionally, the majority of Lake Assal's salt extraction took place on shore by hand. However, with higher demand came the need for faster and more modern extraction processes. Heavier machinery was used to extract much larger pans of salt from the water instead, where it is softer and easier to mine. Salt production in Lake Assal rocketed from thousands to hundreds of thousands of tonnes per year. This leads Djibouti's government to expand the extraction process, further utilising modern methods in order to export the salt all around the world. Today, ancient and modern methods of harvesting salt occur in tandem. While camel caravans can still be seen crossing the landscape, a surfaced road now leads 115km east from the lake to Djibouti City where millions of tonnes of Lake Assal salt are shipped abroad every year.

Adapted from Watson, P. (2018). The Djibouti lake posing as paradise. Retrieved from http://www.bbc.com/travel/story/20180711-the-djibouti-lake-posing-as-paradise

a) What does the author mean by '*it is all a façade, a mere simulacrum of paradise*' (line 3)? (1 mark)

b) How does Lake Assal salt help to generate the economy of the people? (1 mark)

Continued...

c) Provide the methods of salt extraction at Lake Assal. (2 marks)

d) Identify each statement below as a FACT or an OPINION.

i. At first glance, Djibouti's Lake Assal appears as a glorious expanse of aquamarine water ringed by blinding white sand.

ii. Salt production in Lake Assal rocketed from thousands to hundreds of thousands of tonnes per year. (2 marks)

SECTION B: GRAMMAR [10 MARKS]

Question 1: Cohesive Devices (5 marks)

Instructions: Fill in each blank with a suitable transition.

Example: (0) <u>However</u>, there is no such thing as free apps.

On a daily basis, millions of people across the world log on to free social networks, play and upload videos on free-to-use streaming sites and download the latest free mobile applications. **(0) <u>However</u>**, there is no such thing as free applications. Most of these applications offer their services in exchange for personal data, which to developers and third-party advertisers is worth its weight in gold.

If personal data is so valuable, why do consumers keep giving it away for free? The volume and variety of data collected on individual users by these applications can sometimes seem too much. (a) _____, these applications can gather information about your locations, interests, education and marital status. (b) _____ you trust companies to use these data responsibly, none is invulnerable to data breaches.

For this reason, awareness and use of online ad-blocking software and encrypted messaging applications have increased over the past few years. Under United Kingdom law, companies must ask consent for your data to be shared. (c) _____, companies must also be clear about who it is being shared with and why.

(d) _____, publicity surrounding data breaches is encouraging people to be more cautious about who they allow access to their personal details. All of these rules are designed to increase consumer protections. What they are not designed to do is to constrict user behaviour as to what data they choose to hand over. (e) _____, the choice is up to you!

Adapted from The Guardian. (2018). Why the internet is not as 'free' as you think. Retrieved from https://www.theguardian.com/barclays-lets-go-forward/2018/jun/01/why-the-internet-is-not-as-free-as-you-think

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Question 2: Modal Verbs (5 marks)

Instructions: Fill in each blank with a suitable modal verb.

Example: Divers have found the football team in the Tham Luang Nang Non cave, but experts warn it **(0)** **may** be months before they can be safely rescued.

Divers have found the football team in the Tham Luang Nang Non cave, but experts warn it **(0)** **may** be months before they can be safely rescued. The twelve boys and their football coach found alive in a Thailand cave (a) _____ be stuck there for months. A team of two British divers found the football team in the flooded cave system in Thailand's Chiang Rai province, nine days after the boys aged 11 to 16 and their 25 year-old coach went missing.

Bringing the boys and their coach up to the surface is a complicated task. Heavy precipitation expected in the coming days, as the rainy season begins, could severely hamper rescue efforts. As a result, the boys (b) _____ have to wait as long as several months for the waters to recede to safe levels. It is because none of the boys (c) _____ swim or dive.

Edd Sorenson of International Cave Rescue and Recovery warned it (d) _____ be "unbelievably dangerous" for someone with no experience to navigate the cave with near-zero visibility and rushing water. "We (e) _____ take all the necessary safety precautions to ensure safety. Taking them in the water is extremely dangerous for the children and the coach as well as for the rescuers."

Adapted from Weaver, M., Lyons, K., & Busby, M. (2018). Thailand cave rescue: boys may spend months trapped underground, rescuers warn. Retrieved from https://www.theguardian.com/world/live/2018/jul/02/thailand-cave-rescue-divers-search-for-missing-football-team-live

SECTION C: WRITING [25 MARKS]

Instructions: Write a process essay of **not less than 350** words based on the information given below.

Fear of public speaking is common for people of all ages. As a university student, giving presentations or talking in front of groups becomes a regular activity. Discuss the steps that can be taken to overcome the fear of public speaking.

End of Paper